

Name _____

Date _____

Period _____

Preparing Print Advertisements

Ch 20 Sec 1 -- Essential Elements of Advertising

The Advertising Agency

- Advertising _____ work jointly with business clients to develop advertising _____.
- An advertising campaign involves the creation and coordination of _____ of advertisements (both broadcast and print) around a particular _____

Developing Print Advertisements

- _____ are very important to most campaigns.
- They usually contain four key elements
 - _____
 - _____
 - _____
 - _____
- Each _____ enhances the overall _____ of a product promotion

Headline

- The headline is the _____ that gets the readers' _____, arouses their interest by providing a benefit, and leads them to _____

- More than _____ of the people who look at a print ad just read the headlines.
- A headline provides a _____ to the reader

Writing Effective Headlines

- Most are _____ – many people cannot take in more than _____ words at a time.
- Every headline should have a _____ or main idea.
- Techniques you can use when writing headlines:
 - _____ (repeating initial consonant sounds) -- Win with Wireless (Samsung)
 - _____ (a seeming contradiction that could be true) – It's an environmental movement all by itself. (Honda Insight)

- _____ – Bounty. The Quicker Picker-Upper
- _____ (a humorous use of a word that suggests two or more of its meanings or the meaning of another word similar in sound --Beauty and the Beef (Ball Park Franks))
- _____ – For Soft Babies and Baby Soft Hands

Copy

- The copy is the _____ in a written advertisement.
- It _____ on the information in the headline or the product shown in the illustration.
- It should be _____
- It should appeal to the _____
- Tell the who, what, when, why, where, and how of your product
- _____ used in copy, such as _____
_____ establish immediate contact with the reader.
- It should provide a _____ to shoppers

Illustration

- The _____ or drawing used in a print advertisement.
- Its primary function is to _____
- It should transmit a _____ that would be hard to communicate just with words.
- Illustrations may _____, how the product works, and its features.

Signature

- No advertisement is complete without _____.
- The signature, or _____ (logo), is the distinctive _____ symbol for a business.
- Well-designed signatures get instant _____ for a business.

Slogan

- May _____ a firm's signature
- A slogan is _____ to the four main elements of a print ad
- Is _____ that are combined in a special way to identify a product or company